



ASX ANNOUNCEMENT
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TV2U's TARA Set To Enter The North American Market

Galicia Energy Corporation Limited (GAL or the Company) is pleased to announce that TV2U, the leading content enabler and technology provider, today revealed the planned upcoming North American launch of its TARA (TV and Radio Anywhere) entertainment platform.

TV2U has signed a binding term sheet with Xunity, an Irish based software developer for internet connected devices and set top box (STB) hardware supplier. Xunity, via its partnership agreements, has access to an estimated 1.7 million subscribers in the USA and a further 800k in Canada.

The move follows growing demand for alternative personalised interactive content as consumers cut the cord from existing cable operators. TV2U's managed entertainment service will include niched and culturally diverse content, Karaoke and cloud based interactive gaming.

Highlights

- **TV2U to offer the TARA entertainment package to Xunity's current and future subscribers**
- **Immediate access to 2.5m existing users in North America**
- **TARA to be embedded on all legacy and future Xunity set top boxes**
- **North American roll out planned for early Q1 2016**
- **Unique cost effective access to market for TV2U's current and future content partners**
- **Revenue share weighted in favour of TV2U from subscription and personalised advertising using TV2U's analytics technology**
- **Future potential growth through access to Xunity's 6 million active subscriber database**

Xunity to date has over 6,000,000 active subscribers on internet connected devices including Xunity set top boxes and partner devices throughout Europe and North America.

Xunity will deploy TARA on all of its currently active STBs and on all future devices along with original equipment manufacturer partner products.

TV2U's TARA will provide subscription only content with the initial launch being with content from Sunfly Karaoke, with whom a partnership was announced by the Company on 29 September 2015.

Over 2,000,000 subscribers already interact with Karaoke via their Xunity subscription. TV2U will provide further content as it develops a strong mix of content partners, discussions with whom are ongoing and are anticipated to be agreed in the near term.



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Nick Fitzgerald, CEO of TV2U commented “Xunity allows TV2U to offer an alternative and low cost route to market to monetise our own and our partners’ content. This agreement is another milestone in the strategy for TV2U/TARA to provide the world’s most exciting interactive entertainment package at the most competitive cost to subscribers.”

TV2U and Xunity are currently exploring their next target market. These discussions are ongoing and TV2U will look to update the market in the event of a material agreement being signed.

About TARA

TARA (Television and Radio Anywhere) owned by TV2U and is a managed cloud entertainment platform, enabling operators to introduce an on-demand content service for the first time, either under the TARA brand or as a White Labelled product.

TARA can dramatically expand an operator’s existing service with access to live TV, subscription-based and on-demand premium content sourced from Hollywood, Bollywood, and international studios.

It will also offer access to alternative user-generated content tailored to each subscriber’s individual tastes, plus music and games from TV2U’s global delivery content network. As such, it will be a one-stop-shop for a user’s online content needs, helping operators reduce the impact of cord cutting and drive subscriber loyalty.

About TV2U

TV2U is a pioneer in innovative technologies and business concepts, empowering customers to increase profitability by generating global revenue through cost-effective cloud-based interactive OTT/IPTV managed services, or as a physically deployed solution at the operator’s facility.

TV2U’s Intelligent Video Accessible Network (IVAN) is the enabler for content monetisation to multiple consumption devices with features including: real-time analytics, and targeted advertising by device, location or individual consumer.

TV2U is headquartered in United Kingdom with regional offices in Hong Kong, Singapore, Indonesia, and Australia. TV2U also has local global representation through regional partners. For more information, please visit: www.tv2u.com.



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